



# CREATING IMPACTFUL EXPERIENCES

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What's in it for you?

## GDP Learnings

Source of innovation and creativity

Planning an event

Design aspect



# Journey



Initial phase of being  
a pillar mate



First year of being a  
leader



Continuous  
improvements in being  
a leader

# *Essential Ingredients*

## **CREATIVITY**

1. Thought process
2. Trying new things
3. Prospective shift

## **INNOVATION**

1. Personal curation
2. What would you want for yourself?
3. Understanding target audience



# Points to take care of when planning for an event -

1. How the design matters
2. Setting the purpose
3. How to engage more in and out of the events
4. Thinking from the client perspective
5. What would you want for yourself?
6. What purpose is this event solving.
7. Which technologies or platforms can we use
8. Looking at the bigger picture in the initial conversations
9. Conclusions after the events
10. Keep in touch

# Design

1. Personalize the invitation
2. Emphasis on how it will help them
3. A story that they can connect with
4. A sense of mystery yet giving the vital information in teasers.
5. Space matters
6. Colors
7. Fonts
8. Size
9. Layouts

# Conclusion



In short: Plan and design an event for yourself, and this will help you come up with the best possible outcomes.



Thank  
you

